

IN THE CLAIMS:

Claims 1, 3-24 cancelled.

1           25.   (New) A pressure sensitive label for application to a battery having a cylindrical  
2 case with opposite end caps, said label having a first dimension measured between side edges  
3 and a second dimension measured between end edges, said first dimension being such as to  
4 accommodate the wrapping of said label around the cylindrical case of said battery with the side  
5 edges of said label in an overlapping relationship, said second dimension being such as to  
6 accommodate the overlapping of the end caps of said battery by the end edges of said label, said  
7 label being heat shrinkable in only the first dimension, with shrinkage being accompanied by  
8 growth in the second dimension.

1           26.   (New) The pressure sensitive label of claim 25 comprising a composite of  
2 multiple layers, a polymeric film comprising one of said layers, said film being dimensionally  
3 stable at temperatures below an onset temperature of at least about 75°C and being thermally  
4 shrinkable only in said first direction with accompanying growth in said second direction when  
5 heated to temperatures at or above said onset temperature;

6                   indicia interposed between adjacent layers of said label, said indicia being  
7                   visible through a top surface layer of said label; and

8                   a pressure sensitive adhesive defining the bottom surface of said label and

9                   comprising another of said layers.

1           27.   (New) The label of claim 26 wherein said film is polystyrene.

1           28.   (New) The label of claim 26 wherein said film is selected from the group  
2 consisting of polystyrene, polypropylene, polyethylene and polyester.

1           29.   (New) The label of claim 26 wherein the thickness of said film is between about  
2   0.01 to 0.05mm.

1           30.   (New) The label of claim 29 wherein the thickness of said film is between about  
2   0.02 to 0.04 mm.

1           31.   (New) The label of claim 30 wherein the thickness of said film is about 0.03mm.

1           32.   (New) The label of claim 26 wherein the stiffness of said film in one of said  
2   directions as measured in accordance with TAPPI Paper Standard #T498 as modified by  
3   FLEXcon test method #203 Test F17 is between about 1 to 20 grams.

1           33.   (New) The label as claimed in claim 32 wherein said stiffness is between about 2  
2   to 10 grams.

1           34.   (New) The label of claim 26 wherein said indicia is printed on an upper surface of  
2   said film.

1           35.   (New) The label of claim 34 wherein said pressure sensitive adhesive is applied to  
2   a lower surface of said film.

1           36.   (New) The label of claims 34 or 35 wherein said indicia is covered by a  
2   transparent second film adhered to said indicia by a second layer of pressure sensitive adhesive.

1           37.   (New) The label of claim 36 wherein said second film is thermally shrinkable  
2   only in said first direction with accompanying growth in said second direction at temperatures  
3   above said onset temperature.

1           38.     (New) The label of claim 36 wherein said first mentioned film and said second  
2 film are formed from the same polymeric material.

1           39.     (New) The label of claim 36 wherein the thickness of said first mentioned film is  
2 greater than the thickness of said second film.

1           40.     (New) The label of claim 26 further comprising an opaque layer adhered to the  
2 upper surface of said pressure sensitive adhesive, said film being adhered to said opaque layer by  
3 means of a transparent second pressure sensitive adhesive layer, with said indicia being  
4 interposed between said opaque layer and said film.

1           41.     (New) The label of claim 40 wherein said indicia is printed on a top surface of  
2 said opaque later.

1           42.     (New) The label of claim 40 wherein said indicia is printed on a bottom surface of  
2 said film.

1           43.     (New) The label of claim 26 wherein said film comprises the top layer of said  
2 label.

1           44.     (New) The label of claim 26 wherein said indicia is printed on a top surface of  
2 said film, and wherein said indicia is covered by a transparent protective coating comprising the  
3 top layer of said label.

1           45.     (New) The pressure sensitive label of claim 26 wherein said polymeric film has a  
2 relatively low residual shrink force as compared to that effecting primary shrinkage during label  
3 application.

- 1           46.   (New) The pressure sensitive label of claim 45 wherein said polymeric film undergoes  
2   residual shrinkage of less than about 2% when heated to temperatures below said onset temperature.